

IN THE CLAIMS

Please amend the claims as follows:

- 1.-2. (Cancelled)
3. (Currently Amended) A computer-implemented method, comprising:
prior to a live, in-person auction, establishing, in an online environment, a starting bid for an item ~~in an online environment~~ by performing ~~an interactive~~ a pre-auction bidding process in the online environment for a predetermined amount of time, the pre-auction bidding process including,
communicating information associated with the item to online [[users]] bidders, receiving bids for the item from online bidders, and choosing as the starting bid a highest bid from the bids received;
communicating the starting bid for the item to the live, in-person auction; and during the live, in-person auction, performing a live auction process including,
updating, in the online environment, bidding information associated with the item ~~in the online environment, the updated bidding information~~ to reflect a current bid associated with the item in the live, in-person auction,
~~accepting a bid receiving a maximum bid amount from [[an]] one of the online bidders bidder in the online environment reflecting the online bidder's maximum proxy price~~, and
~~submitting a proxy bid to the live, in-person auction bidding~~, on behalf of the online bidder, the proxy bid submitted against one or more live bidders that are participating in the live, in-person auction, the proxy bid based upon the maximum proxy price on the maximum bid amount.

4. (Currently Amended) A computer-implemented method, comprising:
prior to a live, in-person auction, establishing a starting bid for an item in an online environment by performing an interactive pre-auction bidding process in the online environment for a predetermined amount of time, the pre-auction bidding process including,
communicating information associated with the item to online [[users]] bidders,
receiving bids for the item from the online bidders, and
choosing as the starting bid a highest bid from the bids received;
communicating the starting bid for the item to the live, in-person auction; and
performing [[the]] a live, in-person auction process during the live, in-person auction.
5. (Currently Amended) A system, comprising:
a storage device having stored therein a to store one or more routines for integrating an online bidding process with a live, in-person auction; and
a processor coupled to the storage device, the processor to execute the one or more routines, to provide feedback to online bidders in an online environment during the live, in-person auction, and to serve as a proxy bidder for the online bidders,
[[where:]] wherein the executing of the routines includes,
prior to [[a]] the live, in-person auction, establishing a starting bid for an item in an online environment by performing an interactive a pre-auction bidding process in the online environment for a predetermined amount of time, the pre-auction bidding process including,
communicating information associated with the item to online [[users]] bidders,
receiving bids for the item from the online bidders, and
choosing as the starting bid a highest bid from the bids received;
communicating the starting bid for the item to the live, in-person auction,
during the live, in-person auction, performing a live auction process including
providing feedback is provided to the online bidders by updating, in the
online environment, bidding information associated with the item

~~in the online environment, the updated bidding information to reflect a current bid associated with the item during the live, in-person auction, and~~

~~performing proxy bidding is accomplished by accepting receiving a maximum bid amount from one or more of the online bidders reflecting the online bidders' maximum proxy price, and~~

~~submitting a proxy bid to the live, in-person auction bidding on behalf of the one or more online bidders, the proxy bid submitted against one or more live bidders participating in the live, in-person auction, the proxy bid based upon the maximum proxy price on the maximum bid amount.~~

6. (Currently Amended) A machine-readable medium having stored thereon data representing sets of instructions which, when executed by a machine, cause the machine to perform a method according to the method of claim 3:
~~prior to a live, in person auction,~~
~~establish a starting bid for an item in an online environment by performing an interactive pre auction bidding process in the online environment for a predetermined amount of time, the pre auction bidding process including communicating the item to online users,~~
~~receiving bids for the item from online bidders, and choosing as the starting bid a highest bid from the bids received;~~
~~communicate the starting bid for the item to the live, in person auction; and~~
~~during the live, in person auction,~~
~~update bidding information associated with the item in the online environment to reflect a current bid associated with the item in the live, in person auction,~~
~~accept a bid from an online bidder in the online environment reflecting the online bidder's maximum proxy price, and~~
~~bid on behalf of the online bidder against one or more live bidders that are participating~~

~~in the live, in person auction based upon the maximum proxy price.~~

7. (Currently Amended) The computer-implemented method of claim 3, wherein the communicating of the item to the online users comprises providing access to catalog information for items available in the live, in-person auction, to enable the online users to perform one or more of the following: search the catalog information for the item, view the item, and bid on the item during the pre-auction bidding process.
8. (Currently Amended) The computer-implemented method of claim 3, further comprises comprising:
providing the online users with an audio webcast of the live, in-person auction.
9. (Currently Amended) The computer-implemented method of claim 3, further comprises comprising:
providing the online users with a video webcast of the live, in-person auction.
10. (Currently Amended) The computer-implemented method of claim 4, wherein the performing of the live, in-person auction process includes, further comprises:
updating bidding information associated with the item in the online environment to reflect a current bid associated with the item in the live, in-person auction,
accepting receiving a maximum bid amount from an online bidder in the online environment, the maximum bid amount reflecting the online bidder's maximum proxy price, and
submitting a proxy bid to the live, in-person auction bidding on behalf of the online bidder, the proxy bid submitted against one or more live bidders that are participating in the live, in-person auction, the proxy bid based upon the maximum proxy price on the maximum bid amount.

11. (Currently Amended) The computer-implemented method of claim 4, wherein the communicating of the item to the online users ~~comprises~~ includes providing access to catalog information for items available in the live, in-person auction, the providing of the catalog information to enable the online users to perform operations including, one or more of the following: search searching the catalog information for the item, [[view]] viewing the item, and [[bid]] bidding on the item during the pre-auction bidding process.
12. (Currently Amended) The computer-implemented method of claim 4, further comprises comprising:
providing the online users with an audio webcast or a video webcast of the live, in-person auction.
13. (Currently Amended) The system of claim 5, wherein the processor is further to provide access to catalog information for items available in the live, in-person auction, the catalog information to enable the online users to perform operations including, one or more of the following: search searching the catalog information for the item, [[view]] viewing the item, and [[bid]] bidding on the item during the pre-auction bidding process.
14. (Currently Amended) The system of claim 5, wherein the submitting of the proxy bid to the live, in-person auction bidding on behalf of the one or more online bidders ~~comprises~~ includes submitting a bidding the bid amount [[price]] for the item ~~when an amount of the bid price that exceeds the current bid for the item and is less than or equal to the maximum bid amount.~~

15. (Currently Amended) The machine-readable medium of claim 6, wherein the communicating of the item to the online users ~~comprises~~ includes providing access to catalog information for items available in the live, in-person auction, ~~the catalog information to enable the online users to perform operations including one or more of the following: search searching~~ the catalog information for the item, [[view]] viewing the item, and [[bid]] bidding on the item during the pre-auction bidding process.
16. (Previously Presented) The machine-readable medium of claim 6, wherein the sets of instructions, which when executed by the machine, further cause the machine to provide the online users with an audio webcast of the live, in-person auction.
17. (Previously Presented) The machine-readable medium of claim 6, wherein the sets of instructions, which when executed by the machine, further cause the machine to provide the online users with a video webcast of the live, in-person auction.
18. (Currently Amended) A machine-readable medium having stored thereon data representing sets of instructions which, when executed by a machine, cause the machine to perform operations according to the method of claim 4.:
~~prior to a live, in person auction, establish a starting bid for an item in an online environment by performing an interactive pre-auction bidding process in the online environment for a predetermined amount of time, the pre-auction bidding process including~~
~~communicating the item to online users,~~
~~receiving bids for the item from online bidders, and~~
~~choosing as the starting bid a highest bid from the bids received;~~
~~communicate the starting bid for the item to the live, in person auction; and~~
~~perform the live, in person auction.~~

19. (Currently Amended) The machine-readable medium of claim 18, wherein the sets of instructions which, when executed by the machine, further cause the machine to: during the live, in-person auction, update, in the online environment, bidding information associated with the item ~~in the online environment~~ to reflect a current bid associated with the item, the current bid being in the live, in-person auction, [[accept]] receive a maximum bid amount from an online bidder in the online environment ~~reflecting the online bidder's maximum proxy price~~, and submit a proxy bid to the live, in-person auction on behalf of the online bidder, the proxy bid submitted against one or more live bidders that are participating in the live, in-person auction, the proxy bid based upon the maximum bid amount proxy price.
20. (Currently Amended) The machine-readable medium of claim 18, wherein the communicating of the item to the online users ~~comprises~~ includes providing access to catalog information for items available in the live, in-person auction, the catalog information to enable the online users to perform operations including one or more of the following: search searching the catalog information for the item, [[view]] viewing the item, and [[bid]] bidding on the item during the pre-auction bidding process.
21. (Previously Presented) The machine-readable medium of claim 18, wherein the sets of instructions which, when executed by the machine, further cause the machine to provide the online users with an audio webcast or a video webcast of the live, in-person auction.
22. (Currently Amended) A system, comprising:
a storage medium; and
a processor coupled to the storage medium, the processor to perform operations according to the method of claim 4.
~~prior to a live, in person auction, establish a starting bid for an item in an online environment by performing an interactive pre-auction bidding process in the online environment for a predetermined amount of time, the pre auction bidding process including~~

~~communicating the item to online users,
receiving bids for the item from online bidders, and
choosing as the starting bid a highest bid from the bids received,
communicate the starting bid for the item to the live, in person auction, and
perform the live, in person auction.~~

23. (Currently Amended) The system of claim 22, wherein the processor is further to:
~~during the live, in-person auction, updating update, in the online environment, bidding~~
~~information associated with the item in the online environment , the updated~~
~~bidding information to reflect a current bid in the live, in-person auction, the~~
~~current bid to be associated with the item in the live, in person auction,~~
~~accepting receive a maximum bid amount from an online bidder in the online~~
~~environment reflecting the online bidder's maximum proxy price, and~~
~~bidding submit a proxy bid to the live, in-person auction on behalf of the online bidder,~~
~~the proxy bid for submission against one or more live bidders that are~~
~~participating in the live, in-person auction, the proxy bid based upon the~~
~~maximum proxy price on the maximum bid amount.~~

24. (Currently Amended) The system of claim 22, wherein the communicating of the item to the online users ~~comprises~~ includes providing access to catalog information for items available in the live, in-person auction, ~~the catalog information~~ to enable the online users to perform ~~operations including one or more of the following: search searching~~ the catalog information for the item, [[view]] ~~viewing~~ the item, and [[bid]] ~~bidding~~ on the item during the pre-auction bidding process.